



The Future of Colour Is Here: Sony Introduces the BRAVIA 9 II, BRAVIA 7 II and BRAVIA Theatre Trio in Singapore

Description

Sony Electronics Singapore has unveiled its most advanced home TV lineup yet – the **BRAVIA 9 II**, the **BRAVIA 7 II**, and the **BRAVIA Theatre Trio** soundbar system. At the heart of the launch is a breakthrough display technology: **True RGB**, powered by Sony’s new **RGB Backlight Master Drive Pro**.



What Is True RGB?

Unlike conventional TVs that mix colours from a single LED backlight, the new BRAVIA 9 II and BRAVIA 7 II use **independently driven red, green, and blue LEDs**. Each colour is controlled separately to produce richer, more accurate hues — what Sony calls the largest colour volume in its home TV history. The technology, branded **RGB Backlight Master Drive Pro**, results in deeper blacks, more vibrant highlights, and a colour palette that Sony describes as its most authentic ever.

default watermark

BRAVIA 9 II

Our most authentic

Three-colour RGB LEDs

Independent RGB LEDs



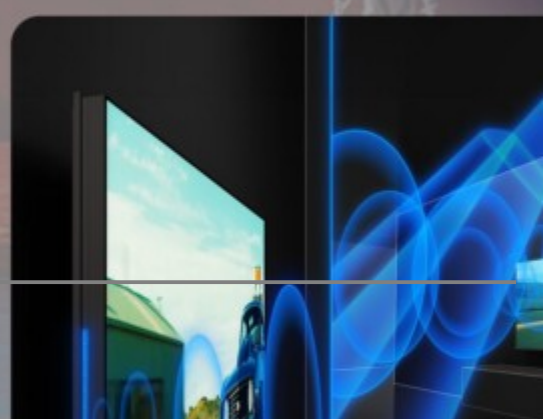
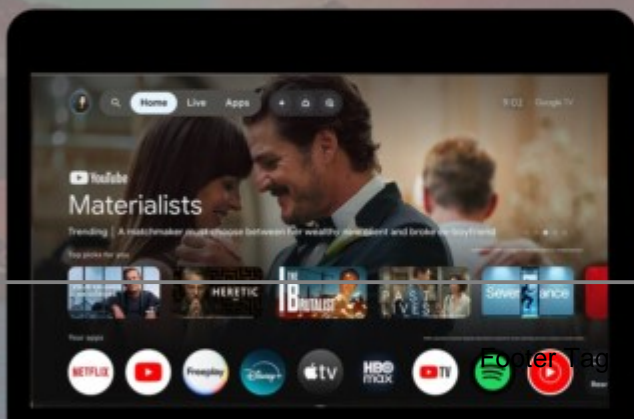
RGB LED



RGB
Backlight Master Drive

Discover more

Immersive sound



BRAVIA 9 II: The Flagship

The **BRAVIA 9 II** is Sony's top-of-the-range model, available in 65", 75", 85", and a showstopping 115". It packs Sony's XR Processor with AI, 360 Spatial Sound Mapping, Acoustic Multi-Audio+, and a dual subwoofer for cinema-grade audio. It also becomes the first TV in Sony's lineup to incorporate **renewable plastic sourced from cooking oil** – part of Sony's broader sustainability push using **SORPLAS** recycled materials.

Pricing starts at **S\$7,099 for the 65"** (K-65XR90M2) and scales up to **S\$32,999 for the 115"** (K-115XR90M2). Each size comes with a limited-time gift bundle at launch – the 115" gets a free BRAVIA Theatre Trio and SA-SW5 worth S\$4,518, while the 85" includes a complimentary De'Longhi product worth S\$399. The 85" and 75" ship from mid-July 2026, with the 115" arriving in September 2026.

BRAVIA 7 II: The Versatile Performer

default watermark



The **BRAVIA 7 II** brings True RGB to a wider range of sizes â?? 50â?³, 55â?³, 65â?³, 75â?³, 85â?³, and 98â?³ â?? making the technology more accessible without compromising on the core picture quality. It shares the same RGB LED panel architecture and XR Processor with AI as its flagship sibling.

Pricing begins at **S\$3,499 for the 50â?³** (K-50XR70M2) and reaches **S\$13,999 for the 98â?³** (K-98XR70M2). The 85â?³ launches in June 2026 with a free Deâ??Longhi gift worth S\$399, and the 98â?³ arrives in July 2026 with a free BRAVIA Theatre Bar 9 worth S\$2,799.

BRAVIA Theatre Trio: The Sound to Match

Completing the home cinema setup is the **BRAVIA Theatre Trio (HT-A8//Z SP1)**, Sonyâ??s latest soundbar system featuring spatial audio and a subwoofer. Priced at **S\$3,499**, itâ??s available at a launch price of **S\$3,049** â?? and comes bundled free with the 115â?³ BRAVIA 9 II. It ships from June 2026.

default watermark

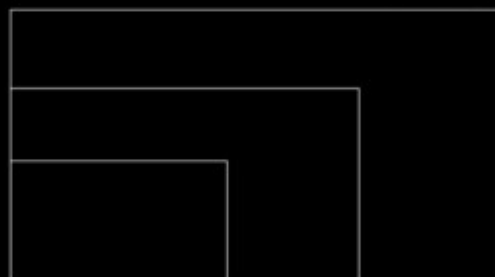
BRAVI

CINEMA IS COM



Immersive Scale

Th



RGB

The Sound of Cinema

FI

Built With Sustainability in Mind

Sony has made notable environmental commitments across the new lineup. Both the BRAVIA 9 II and BRAVIA 7 II incorporate **SORPLAS**, Sony's proprietary recycled plastic material. The BRAVIA 9 II goes a step further as the **first Sony TV to use renewable plastic derived from cooking oil**, reducing reliance on virgin petroleum-based plastics.

What Sony Says

“With True RGB technology, we are redefining what’s possible for home entertainment,” said **Melvin Pang, President of the Singapore Marketing Centre at Sony Electronics (Singapore) Pte. Ltd.** The company adds that the inclusive remote control design featuring narration-friendly accessibility features reflects a broader commitment to making the BRAVIA experience accessible to all.

Pricing and Availability

Model	Size	Price	Availability
BRAVIA 9 II (K-65XR90M2)	65”	S\$7,099	Available now (pre-order)
BRAVIA 9 II (K-75XR90M2)	75”	S\$9,999	Mid-July 2026
BRAVIA 9 II (K-85XR90M2)	85”	S\$12,499	Mid-July 2026 + free De’Longhi S\$399
BRAVIA 9 II (K-115XR90M2)	115”	S\$32,999	Sep 2026 + free Theatre Trio & SA-SW5 (worth S\$4,518)
BRAVIA 7 II (K-50XR70M2)	50”	S\$3,499	Available now
BRAVIA 7 II (K-55XR70M2)	55”	S\$3,949	Available now
BRAVIA 7 II (K-65XR70M2)	65”	S\$4,799	Available now
BRAVIA 7 II (K-75XR70M2)	75”	S\$7,199	Available now
BRAVIA 7 II (K-85XR70M2)	85”	S\$8,699	June 2026 + free De’Longhi S\$399
BRAVIA 7 II (K-98XR70M2)	98”	S\$13,999	July 2026 + free Theatre Bar 9 S\$2,799
BRAVIA Theatre Trio (HT-A8//Z SP1)	â”	S\$3,499 (launch: S\$3,049)	June 2026

The BRAVIA 9 II and BRAVIA 7 II are available to pre-order now at sony.com.sg and authorised retailers across Singapore.

Date Created

29/05/2026

Author

vanessakoh

default watermark